



USAID
FROM THE AMERICAN PEOPLE

CENTRAL ASIAN REPUBLICS

SUCCESS STORY

Cheese Firm's Renown Spreads

Manager credits tour to Michigan for new insights on marketing



Interacting with American colleagues during a USAID-sponsored study tour gave sales manager Serdar Chovdurbayev ideas on improving his family's business.

"The meetings with U.S. businessmen have considerably changed my worldview," said Serdar Chovdurbayev, sales manager of his family's cheese and dairy company in Turkmenistan.

Telling Our Story
U.S. Agency for International Development
Washington, DC 20523-1000
<http://stories.usaid.gov>

Since participating in a three-week training on small business development in the United States, Serdar Chovdurbayev has transformed his family-run company, Peynerchi, into one of the leading cheese and dairy production companies in Turkmenistan.

Competing against imported cheeses from Europe and the former Soviet Union, his locally-produced Yayla cheese has carved out a sizable chunk of the local market and has become widely known throughout the country for its high quality and affordable price. Easily recognizable by its brand name and packaging, Yayla is quickly making a name for itself as it rapidly outpaces its nearest competitors and increases its market share.

Chovdurbayev, the company's sales manager, participated with eight other small business owners in the USAID-sponsored study tour to Detroit, Michigan. There, they had the opportunity to learn about innovative techniques in advertising and marketing, discuss business strategies with their American counterparts, and learn how to develop and implement successful long-term business plans.

Since the study tour, his company has been experiencing phenomenal success. The company opened an additional facility in a new region of the country, leading to 50 percent growth in production. The company also intends to purchase new equipment and build new facilities. The success has been a direct result of Chovdurbayev's efforts. He is actively engaged in marketing research to ensure that his company is known nationwide. He also developed a series of successful advertising campaigns that have led to an increase in brand recognition and sales.

Chovdurbayev is grateful for the opportunity to visit the United States. "The meetings with U.S. businessmen have considerably changed my worldview," he said. In the United States, he was able to generate new ideas that have directly contributed to improving his company. In the future, he looks forward to breaking into new markets in the United Arab Emirates and the countries of the former Soviet Union.